

ABSTRACT OF THE DISCLOSURE

Software based methods to capture consumer data such as purchase or service receipt
5 gratification data and to present composite or individual information back to pre-purchase consumers are provided. In several embodiments, systems and methods for creating and sustaining a database, systems and methods for marking statistical data as potentially suspect (e.g., low integrity or suspicious), systems and methods for presenting data hierarchically (such as in an information pyramid), and systems and methods for fast user interfaces (e.g., five seconds or less)
10 are presented. Additionally, advertising information and claims, consumer report information and claims, adver-torial information and claims, and options to link to other information such as that in web sites, banner advertising information and claims, and access to independent testing organization information and claims are presented. Further, systems for Internet business practices, systems for consumer contact management, and for consumer messaging are presented.